

Rep Order# 9776176 **Ver#** 7 **Status** Revised
EC'd Yes

Traffic Order#

Printed: 08/28/2012 12:56 PM

Last Received: 08/28/2012 12:16 PM

Showing Buylines: All Ren & Sta Revised Lines

1 of 4

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product American Crossroads
Estimate# 690
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/690
Flight Dates 09/05/2012 - 09/14/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-ALL MKGDS OK. FLIGHT CHANGED TO 9/5-9/14

PLS CNF

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Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	-----	-----
	*79	SA	7P-8P	ET	P2 ____	:30	\$350.00	09/08-09/08	1	1	1	\$350.00
		Sales Remark:	V7 MKGD FOR LINE 30	V7 Added								
	*80	W-TH	5P-530P	12 LOCAL NEWS	P2 ____	:30	\$1,000.00	09/05-09/06	1	1	1	\$1,000.00
		Sales Remark:	V7 MKGD FOR LINE 38	V7 Added								
	*81	W-TH	6P-630P	12 NEWS AT 6P	P2 ____	:30	\$1,200.00	09/05-09/06	1	1	1	\$1,200.00
		Sales Remark:	V7 MKGD FOR LINE 47	V7 Added								
	*82	W-F	730P-8P	ET	P2 ____	:30	\$850.00	09/05-09/07	1	1	1	\$850.00
		Sales Remark:	V7 MKGD, FOR LINE 55	V7 Added								

---REPORT TOTALS---

Report Totals: 13 / \$10,650.00

---SALES MONTHLY TOTALS---

Sep 12: 78 / \$69,950.00
Sales Totals: 78 / \$69,950.00
Station Totals: 78 / \$69,950.00
Lines not sent/rclld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$259,074	CABL	0%	EKRC	2%	UNKN	0%	WBQC	0%	WCPO	23%
		WKRC	27%	WLWT	28%	WSTR	1%	WXIX	19%		

Books null
Demos RA35+

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Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Spot Manager: All, 09/05/12-09/14/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45123												
Line: 1												
09/14/12	Friday		:30	\$650.00				6a Good Morn Cincinnati (6:00:00 AM-6:30:00 A American Crossroads	690	P-2		2 MWASH
												1
Line: 2												
09/05/12	Wednesday	:04:41 AM	:30	\$650.00				6a Good Morn Cincinnati (6:00:00 AM-6:30:00 A American Crossroads	690	P-2		1 MWASH
												1
Line: 3												
09/06/12	Thursday	:21:13 AM	:30	\$650.00				6a Good Morn Cincinnati (6:00:00 AM-6:30:00 A American Crossroads	690	P-2		1 MWASH
												1
Line: 4												
09/07/12	Friday	:13:17 AM	:30	\$650.00				6a Good Morn Cincinnati (6:00:00 AM-6:30:00 A American Crossroads	690	P-2		1 MWASH
												1
Line: 5												
09/10/12	Monday	:28:39 AM	:30	\$650.00				6a Good Morn Cincinnati (6:00:00 AM-6:30:00 A American Crossroads	690	P-2		1 MWASH
												1
Line: 6												
09/11/12	Tuesday	:04:26 AM	:30	\$650.00				6a Good Morn Cincinnati (6:00:00 AM-6:30:00 A American Crossroads	690	P-2		1 MWASH
												1
Line: 7												
09/12/12	Wednesday	:20:58 AM	:30	\$650.00				6a Good Morn Cincinnati (6:00:00 AM-6:30:00 A American Crossroads	690	P-2		1 MWASH
												1
Line: 8												
09/13/12	Thursday	:13:02 AM	:30	\$650.00				6a Good Morn Cincinnati (6:00:00 AM-6:30:00 A American Crossroads	690	P-2		1 MWASH
												1
Line: 9												
09/14/12	Friday		:30	\$350.00		CBS This Morning		(8:00:00 AM-8:30:00 A American Crossroads	690	P-2		2 MWASH
												1
Line: 10												
09/05/12	Wednesday	:19:00 AM	:30	\$350.00		CBS This Morning		(8:00:00 AM-8:30:00 A American Crossroads	690	P-2		1 MWASH
												1
Line: 11												
09/06/12	Thursday	:12:00 AM	:30	\$350.00		CBS This Morning		(8:00:00 AM-8:30:00 A American Crossroads	690	P-2		1 MWASH
												1
Line: 12												
09/07/12	Friday	:12:30 AM	:30	\$350.00		CBS This Morning		(8:00:00 AM-8:30:00 A American Crossroads	690	P-2		1 MWASH
												1
Line: 13												
09/10/12	Monday	:19:30 AM	:30	\$350.00		CBS This Morning		(8:00:00 AM-8:30:00 A American Crossroads	690	P-2		1 MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/05/12-09/14/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descript	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45123												
Line: 13												
				\$350.00							1	
Line: 14												
09/11/12	Tuesday	:19:00 AM	:30	\$350.00	CBS This Morning	(8:00:00 AM-8:30:00 A	American Crossroads	690	P-2	1	MWASH-	
				\$350.00							1	
Line: 15												
09/12/12	Wednesday	:11:30 AM	:30	\$350.00	CBS This Morning	(8:00:00 AM-8:30:00 A	American Crossroads	690	P-2	1	MWASH-	
				\$350.00							1	
Line: 16												
09/13/12	Thursday	:19:00 AM	:30	\$350.00	CBS This Morning	(8:00:00 AM-8:30:00 A	American Crossroads	690	P-2	1	MWASH-	
				\$350.00							1	
Line: 17												
09/08/12	Saturday	:58:39 AM	:30	\$250.00	6a-8a News BB	(6:30:00 AM-7:00:00 A	American Crossroads	690	P-2	1	MWASH-	
				\$250.00							1	
Line: 18												
09/09/12	Sunday	:17:00 AM	:30	\$900.00	CBS Sun Morning	(9:00:00 AM-9:30:00 A	American Crossroads	690	P-2	1	MWASH-	
				\$900.00							1	
Line: 19												
09/14/12	Friday		:30	\$1,000.00	Local 12 News at Noon	12:00 PM-12:30 PM	American Crossroads	690	P-2	2	MWASH-	
				\$1,000.00							1	
Line: 20												
09/05/12	Wednesday	:03:31 PM	:30	\$1,000.00	Local 12 News at Noon	12:00 PM-12:30 PM	American Crossroads	690	P-2	1	MWASH-	
				\$1,000.00							1	
Line: 21												
09/06/12	Thursday	:03:42 PM	:30	\$1,000.00	Local 12 News at Noon	12:00 PM-12:30 PM	American Crossroads	690	P-2	1	MWASH-	
				\$1,000.00							1	
Line: 22												
09/07/12	Friday	:27:41 PM	:30	\$1,000.00	Local 12 News at Noon	12:00 PM-12:30 PM	American Crossroads	690	P-2	1	MWASH-	
				\$1,000.00							1	
Line: 23												
09/10/12	Monday	:03:46 PM	:30	\$1,000.00	Local 12 News at Noon	12:00 PM-12:30 PM	American Crossroads	690	P-2	1	MWASH-	
				\$1,000.00							1	
Line: 24												
09/11/12	Tuesday	:29:26 PM	:30	\$1,000.00	Local 12 News at Noon	12:00 PM-12:30 PM	American Crossroads	690	P-2	1	MWASH-	
				\$1,000.00							1	
Line: 25												
09/12/12	Wednesday	:28:21 PM	:30	\$1,000.00	Local 12 News at Noon	12:00 PM-12:30 PM	American Crossroads	690	P-2	1	MWASH-	
				\$1,000.00							1	

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Spot Manager: All, 09/05/12-09/14/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45123												
Line: 26												
09/13/12	Thursday	:15:46 PM	:30	\$1,000.00		Local 12 News at Noon	12:00 PM-12:30 PM	American Crossroads	690	P-2	1 MWASH	
						\$1,000.00					1	
Line: 27												
09/14/12	Friday		:30	\$350.00		Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	690	P-2	2 MWASH	
						\$350.00					1	
Line: 28												
09/05/12	Wednesday	:58:32 PM	:30	\$350.00		Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	690	P-2	1 MWASH	
						\$350.00					1	
Line: 29												
09/06/12	Thursday	:28:36 PM	:30	\$350.00		Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	690	P-2	1 MWASH	
						\$350.00					1	
Line: 31												
09/10/12	Monday	:59:17 PM	:30	\$350.00		Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	690	P-2	1 MWASH	
						\$350.00					1	
Line: 32												
09/11/12	Tuesday	:58:32 PM	:30	\$350.00		Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	690	P-2	1 MWASH	
						\$350.00					1	
Line: 33												
09/12/12	Wednesday	:59:02 PM	:30	\$350.00		Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	690	P-2	1 MWASH	
						\$350.00					1	
Line: 34												
09/13/12	Thursday	:29:06 PM	:30	\$350.00		Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	690	P-2	1 MWASH	
						\$350.00					1	
Line: 35												
09/14/12	Friday		:30	\$1,000.00		5p Local 12 News at Fiv(5:00:00 PM-5:30:00 P	American Crossroads	690	P-2	2 MWASH		
						\$1,000.00					1	
Line: 36												
09/05/12	Wednesday	:20:17 PM	:30	\$1,000.00		5p Local 12 News at Fiv(5:00:00 PM-5:30:00 P	American Crossroads	690	P-2	1 MWASH		
						\$1,000.00					1	
Line: 37												
09/06/12	Thursday	:19:27 PM	:30	\$1,000.00		5p Local 12 News at Fiv(5:00:00 PM-5:30:00 P	American Crossroads	690	P-2	1 MWASH		
						\$1,000.00					1	
Line: 39												
09/10/12	Monday	:04:33 PM	:30	\$1,000.00		5p Local 12 News at Fiv(5:00:00 PM-5:30:00 P	American Crossroads	690	P-2	1 MWASH		
						\$1,000.00					1	
Line: 40												
09/11/12	Tuesday	:12:10 PM	:30	\$1,000.00		5p Local 12 News at Fiv(5:00:00 PM-5:30:00 P	American Crossroads	690	P-2	1 MWASH		
						\$1,000.00					1	

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Advertiser: American Crossroads													
Agency: Crossroads Media													
Station: WKRC-TV													
Order: 45123													
Line: 40													
									\$1,000.00				1
Line: 41													
09/12/12	Wednesday	5:19:32 PM	:30	\$1,000.00		5p Local 12 News at Fiv(5:00:00 PM-5:30:00 P	American Crossroads	690	P-2		1 MWASH		
						\$1,000.00							1
Line: 42													
09/13/12	Thursday	5:04:08 PM	:30	\$1,000.00		5p Local 12 News at Fiv(5:00:00 PM-5:30:00 P	American Crossroads	690	P-2		1 MWASH		
						\$1,000.00							1
Line: 43													
09/14/12	Friday		:30	\$1,200.00		6p Local 12 News at Six(6:00 PM-6:30 PM	American Crossroads	690	P-2		2 MWASH		
						\$1,200.00							1
Line: 44													
09/05/12	Wednesday	5:12:38 PM	:30	\$1,200.00		6p Local 12 News at Six(6:00 PM-6:30 PM	American Crossroads	690	P-2		1 MWASH		
						\$1,200.00							1
Line: 45													
09/06/12	Thursday	5:27:26 PM	:30	\$1,200.00		6p Local 12 News at Six(6:00 PM-6:30 PM	American Crossroads	690	P-2		1 MWASH		
						\$1,200.00							1
Line: 46													
09/07/12	Friday	5:05:34 PM	:30	\$1,200.00		6p Local 12 News at Six(6:00 PM-6:30 PM	American Crossroads	690	P-2		1 MWASH		
						\$1,200.00							1
Line: 48													
09/11/12	Tuesday	5:28:31 PM	:30	\$1,200.00		6p Local 12 News at Six(6:00 PM-6:30 PM	American Crossroads	690	P-2		1 MWASH		
						\$1,200.00							1
Line: 49													
09/12/12	Wednesday	5:20:47 PM	:30	\$1,200.00		6p Local 12 News at Six(6:00 PM-6:30 PM	American Crossroads	690	P-2		1 MWASH		
						\$1,200.00							1
Line: 50													
09/13/12	Thursday	5:12:13 PM	:30	\$1,200.00		6p Local 12 News at Six(6:00 PM-6:30 PM	American Crossroads	690	P-2		1 MWASH		
						\$1,200.00							1
Line: 51													
09/14/12	Friday		:30	\$850.00		M-F 7p-730p		7:00 PM-7:30 PM	American Crossroads	690	P-2		2 MWASH
						\$850.00							1
Line: 52													
09/05/12	Wednesday	5:28:34 PM	:30	\$850.00		M-F 7p-730p		7:00 PM-7:30 PM	American Crossroads	690	P-2		1 MWASH
						\$850.00							1
Line: 53													
09/06/12	Thursday	5:03:56 PM	:30	\$850.00		M-F 7p-730p		7:00 PM-7:30 PM	American Crossroads	690	P-2		1 MWASH
						\$850.00							1

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Spot Manager: All, 09/05/12-09/14/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45123												
Line: 54												
09/07/12	Friday	:28:34 PM	:30	\$850.00		M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	690	P-2	1	MWASH
						\$850.00						
Line: 56												
09/11/12	Tuesday	:28:19 PM	:30	\$850.00		M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	690	P-2	1	MWASH
						\$850.00						
Line: 57												
09/12/12	Wednesday	:04:56 PM	:30	\$850.00		M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	690	P-2	1	MWASH
						\$850.00						
Line: 58												
09/13/12	Thursday	:04:56 PM	:30	\$850.00		M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	690	P-2	1	MWASH
						\$850.00						
Line: 59												
09/14/12	Friday		:30	\$1,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	American Crossroads	690	P-3	1	MWASH
						\$1,400.00						
Line: 60												
09/05/12	Wednesday	:18:19 PM	:30	\$1,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	690	P-3	1	MWASH
						\$1,400.00						
Line: 61												
09/06/12	Thursday	:33:00 PM	:30	\$1,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	690	P-3	1	MWASH
						\$1,400.00						
Line: 62												
09/07/12	Friday	:19:22 PM	:30	\$1,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	690	P-3	1	MWASH
						\$1,400.00						
Line: 63												
09/10/12	Monday	:26:52 PM	:30	\$1,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	690	P-3	1	MWASH
						\$1,400.00						
Line: 64												
09/11/12	Tuesday	:34:30 PM	:30	\$1,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	American Crossroads	690	P-3	1	MWASH
						\$1,400.00						
Line: 65												
09/12/12	Wednesday	:12:21 PM	:30	\$1,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	690	P-3	1	MWASH
						\$1,400.00						
Line: 66												
09/13/12	Thursday	:19:02 PM	:30	\$1,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	690	P-3	1	MWASH
						\$1,400.00						
Line: 67												
09/08/12	Saturday	:12:00 PM	:30	\$1,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	American Crossroads	690	P-3	1	MWASH

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Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45123												
Line: 67												
09/09/12 Sunday 11:33:10 PM :30 \$1,400.00 11p M-Su Local 12 New 11:00 PM-11:35 PM American Crossroads 690 P-3 1 MWASH-1												
Line: 68												
09/14/12 Friday 11:35 PM-12:35 XM :30 \$450.00 Letterman American Crossroads 690 P-3 2 MWASH-1												
Line: 69												
09/14/12 Wednesday 11:35 PM-12:35 XM :30 \$450.00 Letterman American Crossroads 690 P-3 1 MWASH-1												
Line: 70												
09/06/12 Thursday 11:35 PM-12:35 XM :30 \$450.00 Letterman American Crossroads 690 P-3 1 MWASH-1												
Line: 71												
09/07/12 Friday 11:35 PM-12:35 XM :30 \$450.00 Letterman American Crossroads 690 P-3 1 MWASH-1												
Line: 72												
09/10/12 Monday 11:35 PM-12:35 XM :30 \$450.00 Letterman American Crossroads 690 P-3 1 MWASH-1												
Line: 73												
09/11/12 Tuesday 11:35 PM-12:35 XM :30 \$450.00 Letterman American Crossroads 690 P-3 1 MWASH-1												
Line: 74												
09/12/12 Wednesday 11:35 PM-12:35 XM :30 \$450.00 Letterman American Crossroads 690 P-3 1 MWASH-1												
Line: 75												
09/13/12 Thursday 11:35 PM-12:35 XM :30 \$450.00 Letterman American Crossroads 690 P-3 1 MWASH-1												
Line: 76												
09/09/12 Sunday 11:33:08 PM :30 \$3,000.00 Sun Reg 1 7:00 PM-8:00 PM American Crossroads 690 P-2 1 MWASH-1												
Line: 77												
09/09/12 Sunday 11:33:08 PM :30 \$5,000.00 AFC Regular Season (1:00:00 PM-4:00:00 P American Crossroads 690 P-3 1 MWASH-1												
Line: 78												
09/08/12 Saturday 11:33:08 PM :30 \$350.00 Sa Prime Access Rotat 7p-8p American Crossroads 690 P-2 1 MWASH-1												

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/05/12-09/14/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE	
Advertiser: American Crossroads													
Agency: Crossroads Media													
Station: WKRC-TV													
Order: 45123													
Line: 80													
09/05/12	Wednesday		:30	\$1,000.00		5p Local 12 News at Fiv(5:00:00 PM-5:30:00 P	American Crossroads	690	P-2	1	MWASH-		
						\$1,000.00					1		
Line: 81													
09/05/12	Wednesday		:30	\$1,200.00		6p Local 12 News at Six6p-630p	American Crossroads	690	P-2	1	MWASH-		
						\$1,200.00					1		
Line: 82													
09/07/12	Friday		:30	\$850.00		M-F 730p-8p	730p-8p	American Crossroads	690	P-2	1	MWASH-	
						\$850.00					1		
						\$69,950.00					78		
						\$69,950.00					78		
						\$69,950.00					78		
						\$69,950.00					78		
						\$69,950.00					78		
						\$69,950.00					78		

[Filtered by:] [Sorted by: Station]